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SAA presents: Zara



BILLY SCHUERMAN / THE DAILY MISSISSIPPIAN

The Student Activities Association hosted Swedish pop star Zara Larsson for their fall concert in the Grove on Sunday night, along with Josie Dunne and Betcha. Larsson’s hit single “Never Forget You” has amassed over 600 million streams on Spotify. Last fall, SAA hosted rock band American Authors for the fall concert, and collaborated with Visit Oxford to create last year’s Double Decker Festival lineup.

SEE PHOTO PAGE 6 & 7

40 years of Square Books

ANNABELLE HARRIS
thedmnews@gmail.com

On Sept. 14, Square Books and the Oxford community celebrated 40 years of Square Books with the grand opening of a new location, Rare Square Books. Square Books is a vaunted Oxford institution. It’s welcomed authors, musicians, politicians, and everyone that

falls in between, through its swinging glass door. On Saturday, they celebrated 40 years of service to the community, culminating in the grand opening of a new store: Rare Square Books. Owners Richard and Lisa Howorth had already faced many challenges, from securing a loan to trying to find a building to open the store in.

“The property just didn’t turn over very much,” Richard Howorth said. The original location of Square Books was the second story of the building where Square Books Jr. is now located, and in the same location where the new store, Rare Square Books, is set to open. At that time, the majority

SEE SQUARE BOOKS PAGE 8

“Even when I went in, my attitude was that if I could even make it work at all in that location... I knew people would be interested and supportive.”
- Richard Howorth
Owner of Square Books

Enrollment numbers delayed, IHL says

GRIFFIN NEAL
thedmnews@gmail.com

Enrollment data for the 2019-2020 school year will not be released until November, the Mississippi Institutions of Higher Learning announced Friday afternoon in a press release. Preliminary enrollment figures have traditionally been released in mid-September, but are being delayed this year so that the IHL can have a more complete data set of students actually enrolled across Mississippi campuses. “As students continue to work through the admissions and financial aid processes on our respective campuses in order to complete the enrollment process, these numbers will change,” Alfred Rankins Jr., Commissioner of Higher Education said. When IHL announced preliminary enrollment data in September of 2018, the final tally across the University of Mississippi’s regional campuses and medical school was 23,358. Final fall enrollment for the 2018-19 school year was 23,090, which is 268 students fewer (1.15%) than the original figure. Since 2016, when university enrollment reached a record peak of 24,250 students, enrollment has decreased across both the regional campuses and the medical school. The university is not alone in combating declining enrollment, as national college enrollment declined by 1.7% from spring 2018 to spring 2019, marking the eighth consecutive year that national college enrollment has declined.



REBELS DEFEAT SELA 40-29

Despite a shaky showing on both sides of the ball in the first half, Ole Miss was happy to come away with a win in a week preceding an important home matchup with Cal.

SEE PAGE 5



MO O’CONNOR MAKES IMMEDIATE IMPACT FOR OLE MISS SOCCER

The freshman Oxford native has started every game for the Rebels scoring in the season opener. Ole Miss is 6-2 heading into SEC play.

SEE PAGE 4

Meet the female entrepreneurs of Ole Miss

ERIN KILLION
thedmnews@gmail.com

For Lindy Goodson and Liz Lanford, a fun craft for their sorority — sunglasses decorated with colored beads — has turned into a popular business. Together, the two founded Frazé Shades, where customers can purchase sunglasses customized for any event.

Like Goodson and Lanford, more students are finding ways to make money while in college, and some women at Ole Miss are taking their creative ideas and turning them into successful businesses.

Goodson and Lanford, both senior integrated marketing communications students, decorate all of their products by hand and sell them on their website, frazeshades.com, for \$15-22.

“We were both IMC majors and didn’t know anything about business,” Goodson said. “It started as an accident that spiraled out of control, in a good way though.”

Frazé has grown an Instagram following of almost 5,000 users, and Goodson’s YouTube channel, where she occasionally talks about her company, has almost 14,000 subscribers. Goodson and Lanford both use their personal social media to market their products.

In 2018, the duo won third place in the annual Gillespie

Business Plan Competition. The winner of the competition is awarded a rent-free year of office space at the university’s Insight Park Innovation Hub.

When the first and second-place winners didn’t use the space, Frazé was able to operate out of the office for the next year.

“At the beginning of junior year, we both lived in (our

“I don’t want to be boring. I don’t want to compromise who we are to try to stand out and be professional like the men.”

- Lindy Goodson
Senior integrated marketing communications major

sorority house), so we were just making them out of my room,” Goodson said. “The second-place winners had graduated, so then we got the office space.”

Ashley Mills, a senior journalism student, manages Miracle Thrift, an online business run through Instagram where Mills resells clothes she has bought at secondhand shops or thrift stores. Customers bid on clothing they want to purchase

and Mills ships or delivers the items.

“I have always loved thrifting clothes,” Mills said. “So I thought it would be a great idea to share my love of thrifting with others and make a business out of it.”

Mills said that she has profited almost \$5,000, and she has donated about half of that to philanthropic organizations.

Paige Bell, a sophomore integrated marketing communications student, owns a sunless tanning business called Oxford Glow, where she provides spray tans to customers while also educating them on the dangers of tanning beds.

“I wanted to raise awareness for skin cancer and also do sunless tanning because it does help prevent it,” Bell said. She said she got her inspiration from a woman in her hometown who ran the same type of business with a similar platform.

Bell invested almost \$2,000 into her business to pay for training and equipment and believes she is close to breaking even. She uses a pop-up mobile tent so she can take her business with her.

“I have ambassadors in almost every sorority,” Bell said, that help her market her services. She said she offers discounts for groups and during busy times of the year.

Bell said she struggles to balance schoolwork and her

business. She said she sets herself a deadline to stop working and focus on schoolwork.

“I’m a really hard worker and determined, so it’s hard for me to cut myself off,” Bell said.

Goodson said that Frazé’s youthful image can make it hard to be taken seriously in competitions.

“(Our biggest challenge) in the very beginning, was trying to figure out the ins and the outs of actually having a business

“I’m always encouraging to girls who want to make a business for themselves and try to help in whatever ways I can. I just encourage them to make sure they have an edge to their business and find ways to stand out.”

- Ashley Mills
Senior journalism major

and then also having people actually take us seriously,” Goodson said.

Though Goodson is not the only female entrepreneur who wants to be unique, she could face problems being recognized along the way. Forbes has received criticism after its recent “America’s Most Innovative Leaders” list included 99 men and only one woman.

Goodson said her target audience is sorority women, so she struggled with finding

a balance between marketing well to her consumers while still earning respect from mentors and judges.

“I don’t want to be boring,” Goodson said. “I don’t want to compromise who we are to try to stand out and be professional like the men.”

Mills said that one of the most important parts about starting your own business is to find a way to be unique.

“I’m always encouraging to

girls who want to make a business for themselves and try to help in whatever ways I can,” Mills said. “I just encourage them to make sure they have an edge to their business and find ways to stand out.”

Goodson said that young women should ignore the perception that owning your own business is unattainable.

“I hope this can inspire people,” Goodson said. “Everybody thinks you can’t. Turns out you can.”

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Film festival spotlights student work

ASH CRANTAS

thedmnews@gmail.com

When most people think about film and Ole Miss, they think of “The Blind Side.” But for high school and college students in Oxford, there is an opportunity for them to showcase their work in this fall’s UM Cinema Festival until they can create their own blockbuster hits.

The film festival’s development is one of the many aspects of the cinema department’s growth on campus. Two years ago, the encompassing department was simply called theater arts, but has since changed to theatre and film. In addition to growing the theatre department, a new cinema-related major, B.F.A. in film production, was introduced in 2018.

The major is headed by Alan Arrivé, a professor who has been at the university since 2010. He created the original version of the UM Film Festival, called an Evening of Cinema, during his first year at Ole Miss. While there was just a handful of students at that event, one of the films went on to win a prize at the Oxford Film Festival.

Since then, the UM Film Festival has expanded with help from assistant professors Sarah Hennigan and Harrison Witt, the latter of whom was particularly involved the year prior. Arrivé said that approximately 300 people were in attendance last fall.

The free event will be held Oct. 11-12 at Fulton Chapel, where short films created by university students, faculty and alumni will be shown. The one-minute film competition will be making a comeback, which is also open to high school students. The second day will include two workshops and panels, including founders of the production company Deer Run Media, who are Ole Miss graduates. One of the founders took classes with Arrivé.

Alex Watson, research and instruction librarian at the J.D. Williams library, has been involved with the theatre and film department for years.

“One of the great things about having the cinema program here is that we got a practical way (for students) to act on what they learn, in the form of the films that they make,” Watson said.

Cray Pennison is a senior



ILLUSTRATION: KATHERINE BUTLER / THE DAILY MISSISSIPPIAN

English major with a minor in film, and he went to one of the festival events as a part of his introduction to cinema studies course. He was surprised by how professional some of the films were.

Pennison loved discussing and analyzing the submissions with friends and fellow audience members; a high school film about “giant juice” was particularly memorable.

“The way they did camera angles, it looks like one of them is a giant standing on the football field,” said Pennison. “And in part of the end scene, he leans down to give a dude a high five...they had to fiddle with some movie magic to make it seem realistic, in a sense.”

Extending the competition to high schoolers offers them a way to become involved with Ole Miss cinematography and potentially kickstart their ambitions.

Watson said he has been impressed by how efficiently the theatre and film department has been able to take the basic elements of the major and minor and create a fully functioning film festival. He explained that in most other colleges’ film programs, undergraduate students are not given access to many materials or resources.

“You have to be a senior or even a graduate to get any studio time,” Watson said. “We’re moving to

change that.”

The film and theatre department will also be gaining a new space at the South Oxford Center, the former Baptist memorial hospital that has been bought by the university. The new location will include two sound stages, one for production and one

“One of the great things about having the cinema program here is that we got a practical way to act on what they learn, in the form of the films that they make.”

- Alex Watson

Research and Instruction Librarian

for teaching, a sound recording sector built to industry standards, and editing lab and suites, totaling to about 7,000 square feet, according to Arrivé.

Watson was given a tour before renovations and was able to see the location of the first-floor studio as well as the morgue that is being restructured into a green room, which is a lounge for performers

First homecoming king to be elected

MADDY QUON

thedmnews@gmail.com

On Tuesday, students will vote in homecoming elections, comprised of homecoming court and Mr. and Miss Ole Miss. This year is different. For the first time, students will also elect a homecoming king.

The Associated Student Body voted to add a homecoming king to the homecoming ballot, but decided last year to delay the introduction of homecoming king elections until 2019. ASB Attorney General Austin Fiala released a statement in 2018, writing that the Office of the Attorney General agrees with the ASB Senate Standing Committee on the delay.

“We believe that a Homecoming King election this fall would create an unequal playing field as members of the student body, and hopeful candidates alike, would be required to operate on a shortened timeline,” Fiala’s statement said.

The announcement for the delay of introducing homecoming king elections came just a few days after 2017-2018 ASB President Dion Kevin III vetoed the bill to instate a Homecoming King election.

“By holding the inaugural election of a Homecoming King in the fall of 2019, all eligible students will have an equal amount of time to consider running, to prepare a campaign team, and to garner a support network for their candidacy in the time leading up to campaign season,” the statement read.

The candidates for homecoming king are seniors Carl Tart and Park Shull.

THE DAILY MISSISSIPPIAN EDITORIAL STAFF

DANIEL PAYNE

editor-in-chief

dmeditor@gmail.com

ELIZA NOE

managing editor

dmmanaging@gmail.com

ERIN KILLION

copy chief

thedmcopy@gmail.com

GRIFFIN NEAL

news editor

thedmnews@gmail.com

JOSHUA CLAYTON

sports editor

thedmsports@gmail.com

BILLY SCHUERMAN

photography editor

thedmphotos@gmail.com

WESLEY CRAFT

opinion editor

thedmopinion@gmail.com

KATHERINE BUTLER

visuals editor

thedmphotos@gmail.com

MACKENZIE LINNEEN

MEAGAN TAPE

design editors

thedmdesign@gmail.com

KERRIGAN HERRET

multimedia editor

dailymissmedia@gmail.com

ARIANNA SWENSEN

online editor

thedmonlineeditor@gmail.com

ENJOLI HENDERSON

social media editor

dmsocialmedia@gmail.com

MADDY QUON

assistant news editor

thedmnews@gmail.com

When it is decided that The Daily Mississippian will take an editorial stance on an issue, the following positions will make decisions as the Editorial Board: editor-in-chief, managing editor, copy chief, sports editor and opinion editor.

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SOCCER

We want Mo!

Freshman soccer player, Mo O'Connor, steps into the spotlight

FLINT CHRISTIAN

thedmsports@gmail.com

Freshman forward Mo O'Connor began her first season at Ole Miss with a bang, as she started and scored in the season opener, a 2-0 victory over North Alabama.

A pass from Jillian Rhian across the post found O'Connor, who sent a dribbler toward the goal with her left foot. The ball went past the North Alabama keeper, but hit the post. The ball bounced back to the freshman, allowing her to sink the rebound and claim her first points as a Rebel.

"Luckily (the ball) bounced off the post, so I just got lucky and finished it off," O'Connor said, "but it was nice to be able to get that first goal. It calmed my nerves a lot."

O'Connor's success at the college level is an immense source of pride for the university and its soccer team, but her success is also special

for many in the community because of her connections to Oxford.

After moving from Bartlett, Tennessee when she was 12 years old, she quickly became a local star at Oxford High School, where she had a stellar high school career capped off by being named the Mississippi Gatorade Player of the Year last spring. After spending her middle school and high school years growing up and playing soccer around Oxford, O'Connor smiled when talking about her time there.

"I like being in a smaller town," O'Connor said. "It's a close-knit community."

While at Oxford High, O'Connor formed a strong bond with her coach, Hunter Crane, the 2017 Mississippi Association of Coaches' Girls' Soccer Coach of the Year.

"He's like a dad to me," O'Connor said. "He always asks about practice, asks about how games are going, so I talk to him all the time."



BILLY SCHUERMAN / THE DAILY MISSISSIPPIAN

Mo O'Connor shoots the ball in Sunday's game against South Alabama. O'Connor is freshman who played for Oxford High School.



BILLY SCHUERMAN / THE DAILY MISSISSIPPIAN

Mo O'Connor moves past a South Alabama defender. Ole Miss lost to South Alabama 2-1 on Sunday.

Crane was equally complimentary of O'Connor as a player and person.

"She is one of the most dynamic players I've ever seen around the net," Crane said. "She scored 141 goals in her career, and she graduated a year early. I've never seen a player that has the ability to score any time she touches the ball, and that's really what she brings."

"She has such a positive attitude. She's a great soccer player, but she's also a great person...for her to be in Oxford, to be at Ole Miss and playing for our hometown team, it's really, really exciting. We couldn't be more proud of her."

O'Connor continues the tradition of local players furthering their careers on the pitch at Ole Miss. Junior forward Alley Houghton and sophomore defender/midfielder Maddy Houghton each attended Lafayette High School, where Alley earned the Mississippi Gatorade Player of the Year two years before O'Connor, and Maddy

starred for Lafayette through her sophomore season before focusing on club soccer.

"We were rivals. Now we're friends. Now we're

"She is one of the most dynamic players I've ever seen around the net. She scored 141 goals in her career, and she graduated a year early. I've never seen a player that has the ability to score any time she touches the ball, and that's really what she brings."

- Hunter Crane
Oxford High School soccer coach

teammates," O'Connor said about the Houghton sisters and their friendly, welcoming attitude toward her as she joined the team.

O'Connor has started all eight games for the Rebels this

season. The Rebels' 6-2 record in 2019 has been highlighted by two double-overtime wins and a 5-4 comeback win over Murray State. The Rebels fell 2-1 against South Alabama Sunday in their return to Oxford.

The young forward will have a prominent role as the team enters SEC play when Missouri visits Oxford on Friday.

"Especially because I'm a freshman, I wasn't really expecting to get the playing time that I am, but it's been fun. It's been a lot of hard work, and all the teammates are awesome," O'Connor said.

While O'Connor has not found the back of the net since the season opener, her work on and off the pitch shows as the season continues into September, and she knows she has the support of the city behind her as well as the university.

"I'm definitely still nervous, but it's been a great experience so far," she said.

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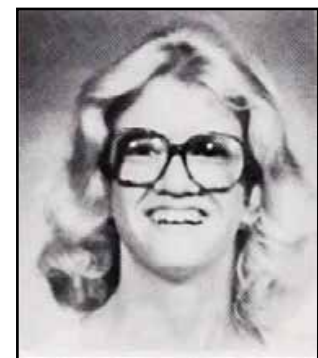
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FOOTBALL

Rebels squeeze past Southeastern Louisiana

JOHN MACON GILLESPIE
jthdmsports@gmail.com

Ole Miss overcame a lackluster performance against a lackluster opponent on Saturday afternoon to secure a 40-29 win over Southeastern Louisiana.

The Rebel win served as a coming-out party for freshman Rebel running back Jerrion Ealy who accumulated 273 all-purpose yards, which marks a single-game freshman record, and a touchdown. Ealy's touchdown came on a 94-yard kick return, and, mentally, he was pushing himself to make sure he got to the end zone.

"I was like, 'You better score,'" Ealy said. "I was tired."

Although the Rebels never trailed, they struggled to put the FCS Lions away on the day, letting them stay in the contest into the fourth quarter. Despite a shaky showing on both sides of the ball in the first half, Ole Miss head coach Matt Luke was happy to come away with a win in a week preceding an important home matchup with Cal.

"I'm happy to get the win," Luke said. "We've got a lot of young guys in that locker room, and I think they learned a

valuable lesson that nothing in life is ever easy. I knew [SELA] would provide some challenges with their speed offensively and defensively, and they did."

Luke emphasized building on the future of the program and continuing to improve in the coming weeks, putting a product on the field that passes the eye test.

"We need to try to continue to build on the vision of this program," he said. "You have this vision of what you want it to look like, and [this game] wasn't what we want."

The Cal Golden Bears are 3-0 coming into Oxford next week and knocked off nationally-ranked Washington two weeks ago on the road. If the Rebels hope to earn a bowl berth at season's end, winning a game against Cal would prove valuable before entering SEC play.

The Rebels hope to continue to improve offensively and find a rhythm against a stout Golden Bear defense which gave up just 20 points to Washington on September 7. Cal is coming off a 23-17 win over North Texas on Saturday.

Offensive coordinator Rich Rodriguez emphasized that improvement is needed among his young offense but believes



REED JONES / THE DAILY MISSISSIPPIAN

Jerrion Ealy breaks free of Southeastern Louisiana defenders. Ealy ran for 95 yards on Saturday.

all of the problems seen in the game against SELA are fixable.

"There were some things we did pretty well and a lot of things we didn't do well at all," Rodriguez said. "It didn't look like there was anything that's not correctable."

Matt Corral had an efficient day going 21-30 through the air for 239 yards and two touchdowns, but he was sacked three times and fumbled twice, one of which was recovered by SELA. The young Rebel offensive line seemed to struggle for much of the game as evidenced by Corral's two sacks and 11 tackles for loss by the Lion defense. Corral believes his and the team's problem was not sticking to their style of play.

"I think we were just playing their game and not ours," Corral said. "It's not about who we play; it's about how we play."

Defensively, the Rebels didn't look as sharp as they did against Memphis and Arkansas, something defensive coordinator Mike MacIntyre credits largely to the speed of



REED JONES / THE DAILY MISSISSIPPIAN

Myles Hartsfield lines up against a Southeastern Louisiana receiver. Hartsfield had three tackles.

the Lion offense. The Lions accumulated 375 yards of offense, 309 of which came through the air.

"I knew they would attack us differently," MacIntyre said. "Their quarterback on film was

very accurate, they had some quick guys, and they made some nice catches."



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An Ole Miss cheerleader leads the crowd in a chant. Ole Miss beat to Southeastern Louisiana 40-29 on Saturday.

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BILLY SCHUERMAN
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Zara Larsson urges the crowd to cheer along to her song "Ruin My Life." Her song has over 250,000 streams on Spotify.

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ACROSS

1- Grounded fleet;
5- Character;
9- Chinese "way";
12- Debatable; 13- Sports area;
15- Seniors' org.;
16- Air freshener target;
17- One in a cab, say;
18- Entreaty;
19- U.S. space probe to Jupiter;
21- Extreme;
23- Furnace;
24- Actress Arthur;
25- Wafer-thin;
28- Locomotive track;
33- Burrito topping;
34- Intro to physics?;
35- Divine Secrets of the _____ Sisterhood;
36- Altar in the sky;
37- Claw;
38- Gun, as an engine;
39- Solitary;
41- Actor Ken;
42- Cheri of "Saturday Night Live";
44- Assisting the memory;
46- Mingling with;
47- Dernier _____;
48- You're making _____ mistake!;
49- Farm measure;

DOWN

1- Problem with L.A.;
2- Fizzy drink;
3- Implement;
4- Hits;
5- Once in a blue moon;
6- Hunter slain by Artemis;
7- Conducted;
8- Cabinet dept.;
9- Soft mineral;
10- Carpeting calculation;
11- Iridescent gemstone;
14- High-spirited horse;
15- Bee house;
20- Old Italian bread?;
22- Tierra _____ Fuego;
25- Sacred song;
26- Brother of Moses;

SOLUTION TO 09.13.2019 PUZZLE

27- Flat surface;
28- Thing of the past;
29- Like _____ of bricks;
30- Paddled;
31- Australia's _____ Rock;
32- Lifeboat lowerer;
34- French Sudan, today;
37- Duet for Tony and Maria in "West Side Story";
40- Ran the show;
42- Leave off;
43- Use a clamp, say;

45- Man-mouse link;
46- Subsidies;
48- Tolerate;
49- Asia's _____ Sea;
50- Arrived;
51- Some DVD players;
52- British nobleman;
54- Periodic movement of the sea;
55- Human bone, located in the arm;
56- Fluff egg whites;
59- Sea arm;

Crossword puzzle provided by BestCrosswords.com (www.bestcrosswords.com). Used with permission.



Larsson dances alongside a backup dancer during her song "Never Forget You." Her song reached No. 13 on the US Billboard Hot 100.

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	3	9		7		8		5

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8	4	1	3	2	7	5	6	9
3	5	9	6	1	4	8	7	2
4	8	5	7	6	2	1	9	3
7	6	3	8	5	1	4	2	9
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Zara Larsson reaches out to the crowd during her song "Ruin My Life." Larsson performed as the headliner of the fall concert.



Larsson dances alongside a backup dancer during her song "Never Forget You." Her song reached No. 13 on the US Billboard Hot 100.



Zara Larsson performs at the Grove Stage on Sunday.



Larsson dances on the Grove Stage.

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SQUARE BOOKS

continued from page 1

of the businesses on the Square were small, family-owned and had been there for a long time. However, the Howorths bought the upstairs of the building. From there, Square Books was born.

Richard Howorth said that he was surprised but excited that Square Books would be opening a fourth location.

“Even when I went in (the original upstairs store), my attitude was that if I could even make it work at all in that location... I knew people would be interested and supportive,” Richard Howorth said.

With the opening of the fourth store, the Square Books stores will span 12,000 square feet all together.

Pushback from the community in the creation of the Howorths’ small empire has been practically nonexistent, according to Richard Howorth.

“Occasionally, people will tease me a little bit about it,” Richard Howorth said. “But, you know, the truth is when people use the word ‘empire,’ I say, ‘yeah, King of Overhead,’ because this is not the most economical way to do business.”

Richard Howorth said that if



FILE PHOTO: BILLY SCHUERMAN / THE DAILY MISSISSIPPIAN

Owner of Square Books Richard Howorth and Curious George read to children and their parents. Howorth plans to open a new store on the 40th anniversary of Square Books.

he were given the opportunity to start over, that he would want to look for a space under one roof. However, having different locations for each part of the business has allowed them to have their

own identities.

By hosting over 100 signings a year, Square Books has become a well-known point on the literary map, attracting a range of writers to Oxford and

has been growing from day one. That growth has all lead up to the 40th anniversary and the grand opening of Rare Square Books.

The celebration had events for all ages. In Square Books, free

posters were included with every purchase, and entry in a raffle. Customers were also encouraged to write about their first memory of Square Books.

Around the Square at Square Books Jr., Curious George and the Man with the Yellow Hat made a special appearance to read the very first Curious George book to visitors. Square Books Jr. was crowded with children and their parents all wanting to take pictures and listen to the story.

One of those children was Vee Flora, age 2 and a half, who had been coming to Square Books with his family since he was 1. He was with his grandmother, Laurie Flora, and said that his favorite part of Square Books was getting to meet Curious George.

After the event in Square Books Junior, customers were encouraged to head upstairs and check out Rare Square Books. Although the space is small compared to the other three shops, it is still filled with books. The focus of the new space is first editions and rare copies of books that go all the way back into the 17th and 18th centuries.

With the opening of the new store, Square Books has truly come to embody the phrase on their website: “four stores on five floors in three buildings 100 feet apart on the historic Oxford, Mississippi town square.”



Jasmine Patton & D'Andre Webb

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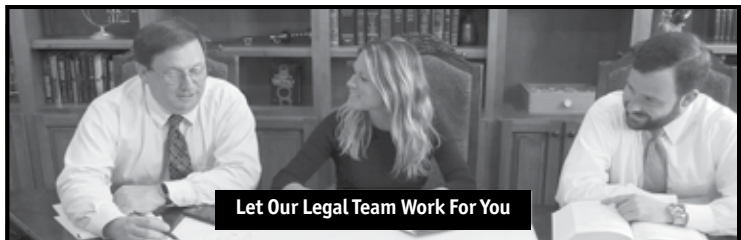
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